RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #«SIS»
«NAME»
«ACCOUNT»

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear «GREETING»:

Attached are **July** orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with ***July*** *Salem Tear Tape product.* These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you **$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per Sku:	**40 units**
Billing per SKU:	**4 Cartons**

PARTNERS 'BONUS' REPORTING DESCRIPTION	S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»
Enc. Retailer Letter
Retail Customer List
SAL2QAP.DOC

51861 1917

Source: https://www.industrydocuments.ucsf.edu/docs/xxcn0000

«ACCOUNT»

JULY DELIVERY
SALEM TEAR TAPE

UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED

«PO»

«SKUS» SKUs of Displays (Item #541964)

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	«STYLE1»
12300-24195	*Full Flavor 100*	«STYLE2»
12300-24196	*Light*	«STYLE1»
12300-24197	*Light 100*	«STYLE3»

PRODUCT / DISPLAYS ARRIVAL: JUNE «SHIPDATE», 1998

SHIP DATE TO RETAIL: WEEK OF: JULY 13, 1998

EFT $ AMOUNT: $«EFT»

PACKING / SHIPPING PAYMENT $«PYMT»
(«CASES» (6M) promoted case(s) @ $7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULY DELIVERY

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